朝陽科技大學 098學年度第1學期教學大綱
Entrepreneurial Planning and Management 創業規劃與管理

當期課號	1606	Course Number	1606
授課教師	陳博舜	Instructor	CHEN,PO SHUN
中文課名	創業規劃與管理	Course Name	Entrepreneurial Planning and Management
開課單位	行銷與流通管理系(四日)三A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	本課程目標爲 1.以理論及個案研討方式帶領學生認識與增進的新創事業現況。 2.從創新觀點建立學生創新事業的觀念與規劃能力。 3.透過創新事業企業經驗介紹，學習如何提升自我創新事業潛能舞台。 4.引導學生對現今創新事業管理與實務進行思考、評論與競賽的參與。	Objectives	The objective of this course as below: 1. Use organizational theory, management and case studies lead students to understand and promote the cause of the entrepreneurship. 2. Take the innovation point of view to establish the cause of the students the concept of innovative capacity and entrepreneurial planning. 3. Learn how to enhance self-innovation and business potential of the stage in business practice. 4. Guide students to the cause of today's entrepreneurial management thinking and practice.
教材	教育部GlobalTiC創新事業核心課程。 教育部大專青年創業計畫書。 劉常勇，創業管理的12堂課，天下文化出版。 彼得・杜拉克，蕭富峰、李田樹譯（2002）。創新與創業精神。臉譜出版。 Shane, Scott A.，徐永宜譯（2005）。科技創業聖經。培生集團出版。 徐遵慈（2003）。女性創業：全球新築夢工程。御書房出版。 史蒂芬・史特勞斯（2005）。完全創業聖經：成功創業必知的關鍵訣竅、技巧、案例。臉譜出版。 溫金豐(2009)，組織理論與管理-基礎與應用，華泰文化，初版。	Teaching Materials	The entrepreneurial core course materials of the Ministry of Education, R. O. C. The entrepreneurship plan of the Ministry of Education, R. O. C. Liu, Chang-Yung. 12 business management classes. Culture Publishing. Peter Drucker (2002). Innovation and entrepreneurship. Face Publishing. Shane, Scott A. (2005). Technology start-ups in the Bible. Pearson Publishing Group. XU Zun-ci (2003). Female entrepreneurship: the new global project to build dreams. Royal Publishing. Stephen. Strauss (2005). Bible completely entrepreneurship: the success of entrepreneurial know-how will be the key to knowledge, skills, case. Face publishing. Jin-Feng Uen (2009), organization theory and management - the basis and applications. Hwa Tai Publishing.
	課堂參與5% 創新與創業競賽參與5% 創業行銷拒絕處理與因應報告5% 創業構想書5% 創業趨勢總覽分析報告5% 創業財務規劃報告5% 創業產品與服務規劃報告5% 創業組織建立與團隊分析報告5% 創業人力資源與網絡分析報告5% 創業成功個案分析報告5% 創業失敗個案分析報告5% 創業生產與服務流程建立報告5% 創業資訊整合分析報告5% 創業市場調查分析報告5% 創業行銷規劃與管理報告(含銷售工具)5% 創業的創新性評估報告5% 創業書面簡報5%		Class Participation 5% Innovation and Entrepreneurship Game Participation 5% The report of marketing rejection and processing in entrepreneurship 5% The entrepreneurship concept plan 5% The entrepreneurship trends report 5% The report of entrepreneurship financial plan 5% The report of product and service plan in entrereneurship 5% The report of organizational building and team setting in entrepreneurship 5% The report of Entrepreneurial human resources and network analysis 5%

成績評量方式	創業簡報演練5% 創業的可行性評估報告5% 創業規劃書5%	**Grading**	The report of entrepreneurial success case analysis 5% The report of entreperneurial failure case analysis 5% The report of entrepreneurial product and service process building 5% The report of entrepreneurial information integration analysis 5% The report of entrepreneurial market research analysis 10% The report of entrepreneurial marketing planning and management (including sales key) 5% The report of entrepreneurial innovation assessment 5% The written briefing of entrepreneurship 5% Implement the entrepreneurship briefing 5% The report of entrepreneurial feasibility assessment 5% The entrepreneurship plan 10%
教師網頁	http://lms.ctl.cyut.edu.tw/blog.php?user=2006124&f=portfolio&m=profile		
教學內容	創業理論與組織理論與行爲的關係 創業計畫書內容與範例 自我覺察力與創業商機 創業團隊與組織結構的建立 組織的外在環境與創業基金(含自有資金、天使基金、銀行與政府的資金等的財務規劃) 組織的內環境、創業資源與人際網絡的整合 組織的動態管理與創業成功的個案歷程 美國與台灣創業教育現況	**Syllabus**	The relationship about entrepreneurship theory, organizational theory and organizational behavior The context of entrepreneurship plan Self awareness and entrepreneurship opportunity Entrepreneurship team and organizational structure Organizational external environment and entrepreneurship fund Organizational intrinsic environment, entrepreneurship resource and interpersonal network Organizational dynamic management and success case study U.S. and Taiwan's entrepreneurship education

尊重智慧財產權，請勿非法影印。